

Sindy®

2400
TVR
ADVERTISING!

Check Out
Sindy's
New Website
www.sindy.com

- Clear number two fashion doll brand!
- 28% sales increase vs Barbie's UK decline!
- Cool tech intro with traditional play patterns!
- Even stronger value focus vs competition!
- Sindy TV support - 2,400 TVRs (outranked Barbie Jan-June)!!
- Targeted to younger girls 5 - 6 years, it's working!



Sindy TV

Now girls can put on their own TV show with Sindy TV. Interview their favourite stars, play fun packed games, then even a dressing room where their favourite bonds can get ready. It's just like all their favourite morning TV shows!

Features electronic sound effects and special voice introductions. Includes Sindy fashion outfit. Dolls not included.

Requires 3 AA batteries - Available - April

Ref E5670

VIVID
IMAGINATIONS

When You're Number 2, You Try Harder!

Sindy

Loves to be cool!

Cool! Jewel stickers for you and Sindy!

beach fun



Beach Fun Sindy

Sindy looks so dazzling in her new sparkling bikini!
Available - December
REF 26390



Hot Pop Stars Sindy + Mel

Wow! Sindy and Mel look so trendy in their popstar outfit! Their new boots are just so cool. Girls can also help Sindy dress up with fantastic jewel stickers.

Available - December
REF 26400



hot Pop star



Sindy Fashion Collection

Assortment of four different fantastic outfits and accessories

Available - December
REF 26430

Sticker
Sindy's tee shirt
with the cool
Transfer!



Manchester United Crazy Sindy

Sindy is a big supporter of Manchester United and she looks so cool in her Manchester United shirt dress. You can wear her scarf friendship bracelets and there's even a set of stickers to customise her dress!

Available - December
REF 26640



Sindy

Digimon Sindy

New Digimon Cool Sindy comes with authentic Digimon beads to dress Sindy's hair with.

Create funky styles using the magic hair beads and styler included.

Available - December
REF 26690



Extra value!
Includes
Digimon Body art transfers



You can
really phone
up and talk
to Sindy!



TALKING PHONE *

Talking Phone Sindy

Girls can call Sindy with this cool mobile phone. It's just like Sindy's! Just dial Sindy's number and you can talk to each other for as long as you like!

Requires 3 x AAA batteries

Available - April

REF 26500

Mega Sounds Cafe

The perfect place to have a Sindy party and invite all her friends! This fun packed Cafe with real cafe sounds transforms into an electronic Disco, with flashing lights and party music! Packed with accessories including drinks machine, kitchen utensils, menu cards, tray, cutlery, seating and more!

Requires 3 AA batteries

Available - Now

REF 26870

WORLD WIDE EXCLUSIVE

MEGA SOUNDS CAFE



Cafe
transforms
into Mega
Disco!

Disco
lights flash
with the
music!

From disco
to hear 3
different disco
tracks!

Sindy

Loves

to care



Feed baby
Emma with
her bottle!



Take the
bottle away,
too early and
baby Emma
cries!



Now she's happy
and has had
enough to drink;
she's ready for
sleep!

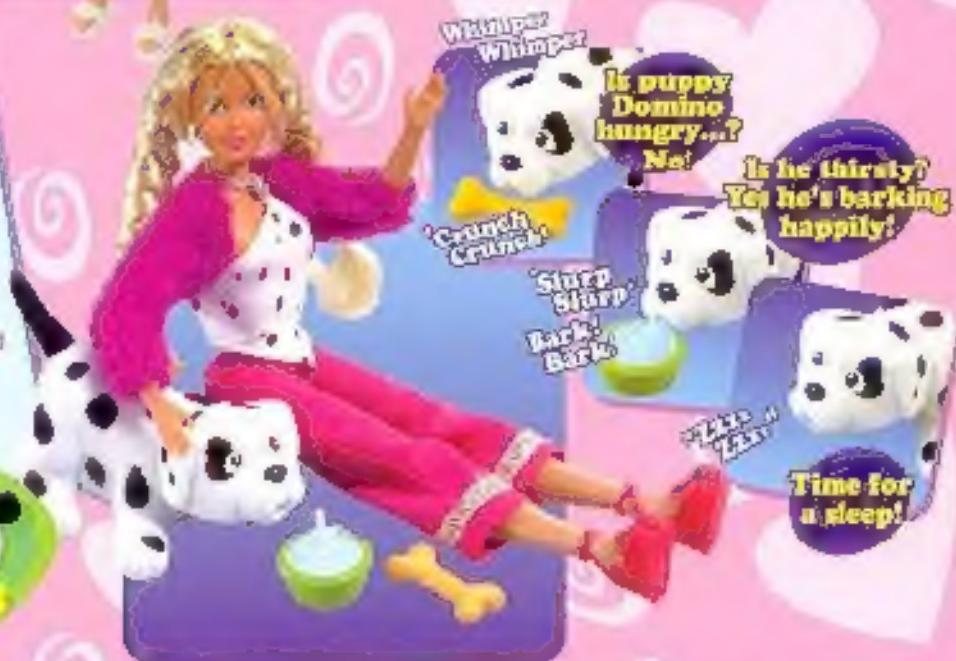


Puppy Feed and Love Sindy

Sindy's dalmatian puppy Domino
takes a lot of love and care!
Is Domino hungry or thirsty?
Try feeding him with a bone! If he
whimpers uncontrollably he must be
thirsty! Let him drink from his bowl
and he'll let you know that he is
happy with a full belly! Once
Domino is full, he will start snoring as
he goes to sleep!

Requires 3 x AG13 Batteries - included
Available - December
£12.99

Puppy
Feed
and Love



SINDY'S A VET TOO!



VET & RIDER

Animal Hospital Vet and Rider Sindy

Two outfits in one! Vet Sindy can make
her beautiful Palomino horse Zee better
with colour change magic. Then she can
ride off in her red riding gear! Great value
playset includes riding hack, left boot,
stethoscope, sponge and bandages.
Available - Now
£22.99

Sindy

Loves Fantasy

Raise
Sindy's
Leg!



Magic Moves Ballerina

See! Her head
turns as her
arms lift!



She
performs
the splits



Magic Moves Ballerina

Sindy magically performs
beautiful ballet moves.

Just like a real ballerina!

Available - December

REF 26370



Sindy
magically
performs
beautiful
ballet moves
like a real
ballerina!



Swimming Mermaid Sindy

Wow! Sindy is a lovely
mermaid and she really swims!
She loves going swimming
with her two special twins!

Available - December

REF 26450



Remove
Sindy's mermaid
tail to reveal
her stunning
bikini!

SWIMMING MERMAID

Sindy
really
swims!

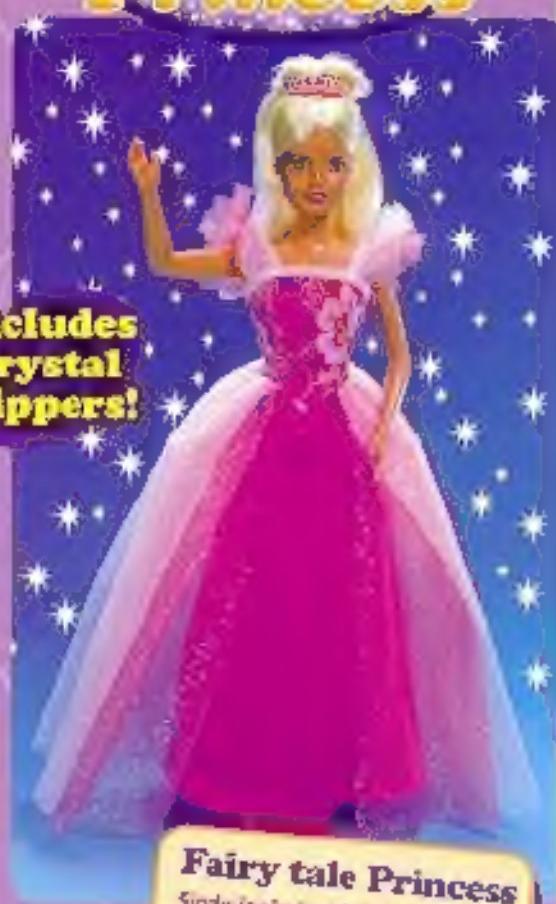


Fairy tale Princess

Sindy looks just fabulous in
her beautiful Party dress!
Includes a stylish hairbrush,
a princess crown and crystal
slippers.

Available - December

REF 26620



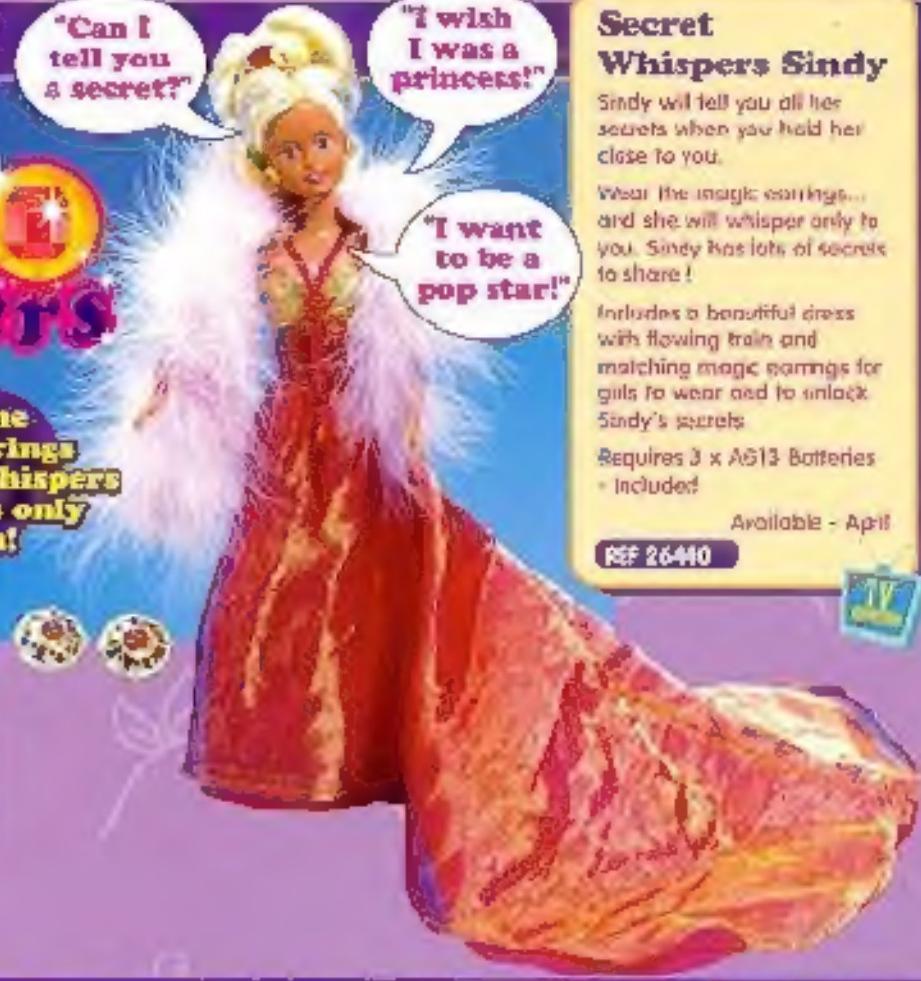
Includes
crystal
slippers!



Sindy

Secret Whispers

**Wear the
Magic earrings
and Sindy whispers
her secrets only
to you!**



**Secret
Whispers Sindy**

Sandy will tell you all her secrets when you hold her close to you.

Wear the magic earrings...
and she will whisper only to
you. Sidney has lots of secrets
to share!

Includes a beautiful dress with flowing train and matching magic earrings for girls to wear and to unlock Sandy's secrets.

Requires 3 x AG13 Batteries
• Included!

Available - April

REF 2640

Advertising and Promotion Planner 2001

The timeline chart illustrates the following events:

- TV Advertising**: 2400 TV ads (January to December)
- Sindy Comic**: Launched in January
- 40th Anniversary Launch**: In November
- PR / Competitions**: Ongoing throughout the year
- Sindy Web Site**: Launched in June
- Third Party Licensing**: Ongoing throughout the year

Product and Pack specifications

Colour and specification related to the base

Ref No.	Description	Outer Pack	Pack Style	Available	Barcode	Pack Dimensions	TV
<i>Sindy Loves to Be crafty</i>							
26190	Beach Fun Sindy	12	Window	December	502 512 326 390 5	325 x 30 x 55	
26400	Hat Papstar Sindy	6	Window	December	502 512 326 600 4	325 x 100 x 55	
26410	Hat Papstar Mel	6	Window	December	502 512 326 410 3	325 x 100 x 55	
26450	Manchester United Chazzy Sindy	6	Window	December	502 512 326 660 2	325 x 135 x 55	
26530	Sindy Fashion Apartment	24	Blister Card	December	502 512 326 530 8	300 x 100 x 30	
26590	Digimon Sindy	6	Window	December	502 512 326 690 6	325 x 135 x 55	
26700	Talking Phone Sindy	6	Window	April	502 512 326 500 1	325 x 200 x 55	✓
26710	Magic Sounds Cat	4	Closed Box	Now	502 512 326 270 3	400 x 500 x 150	
26720	Sindy TV	4	Closed Box	April	502 512 326 670 1	TBA	✓
<i>Sindy Loves to care</i>							
26180	Baby Feed and Love Sindy	6	Window	December	502 512 326 490 6	325 x 150 x 55	✓*
26740	Puppy Feed and Love Sindy	6	Window	December	502 512 326 740 1	325 x 150 x 60	
26780	Animal Hospital Vet + Rider Sindy	6	Closed Box	Now	502 512 326 280 2	335 x 420 x 100	
<i>Sindy Loves Fantasy</i>							
26420	Fairy Tale Princess	6	Window	December	502 512 326 620 6	325 x 125 x 55	
26470	Magic Moves Ballerina	6	Window	December	502 512 326 370 0	325 x 135 x 55	✓
26450	Swimming Mermaid Sindy	6	Window	December	502 512 326 430 9	325 x 135 x 55	✓
26480	Secret Whispers Sindy	6	Window	April	502 512 326 610 0	370 x 300 x 103	✓

VIVID
色彩视觉实验室

tel: 01428 644 405

Fax: 01498 644 223

E-Mail: info@vivavida.com.au

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Name: BEACH PARTY SINDY
Retail Price: £24.99

Beach Party Sindy

Barcode: 502513300014

Beach Party Mat

Barcode: 502513300015

Beach Party Sindy (Breeches)

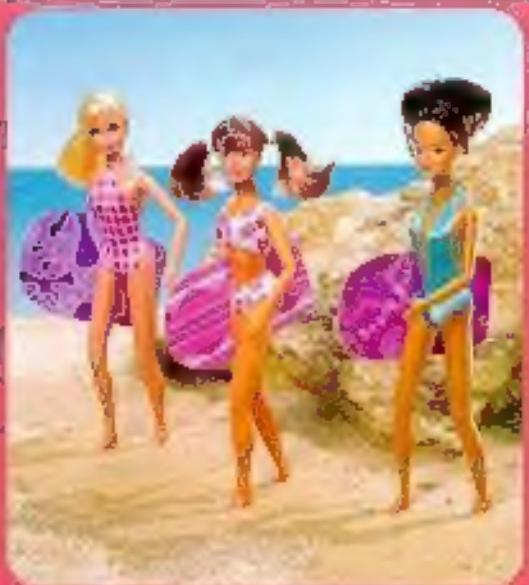
Barcode: 502513300016

Set Description:

- Assortment of 3 dolls.
- Dolls wear odd swimwear.
- New pink style which includes a hat, hat Sun Hat.
- New packaging with Euro Window Flyer included.

Age 3+

Collection: N/A



Beach Party Sindy

Available: December 2001

TB: N/A

Pack Size (mm wwd): 295 x 100 x 65

Pack Style: Open Display Card

Main Colour: N/A

Sindy

Name: PRINCESS MERMAID SINDY

Retail Price: £24.99

Barcode: 502513300023

Set Description:

- New one piece pink Mermaid.
- Features soft skin tan.
- Includes toy dolphin.

Age 3+

Collection: N/A



Princess Mermaid Sindy

Available: December 2001

TB: N/A

Pack Size (mm wwd): 325 x 100 x 65

Pack Style: Open Window Box

Main Colour: N/A

Sindy

Name: FAIRY BALLERINA

Retail Price: £24.99

Barcode: 502513300032

Set Description:

- Sindy looks dancing in her sparkling Sugar Plum tutu.
- Includes toy wand and tutu.
- Collectable.

Age 3+

Collection: N/A



Fairy Ballerina Sindy

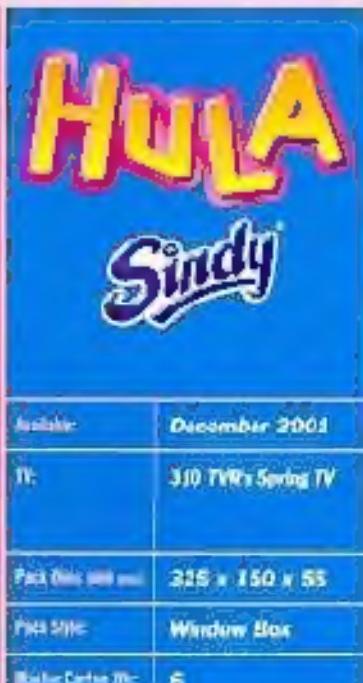
Available: December 2001

TB: N/A

Pack Size (mm wwd): 325 x 100 x 65

Pack Style: Open Window Box

Main Colour: N/A



Name:

MAGIC HULA SINDY

Item/Asst. No.: 26996

Barcode: 502512226896 8

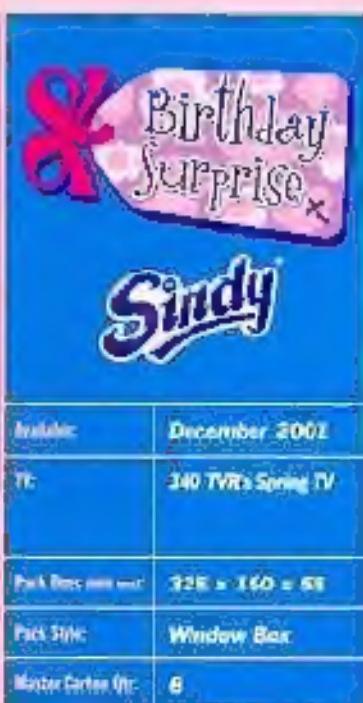
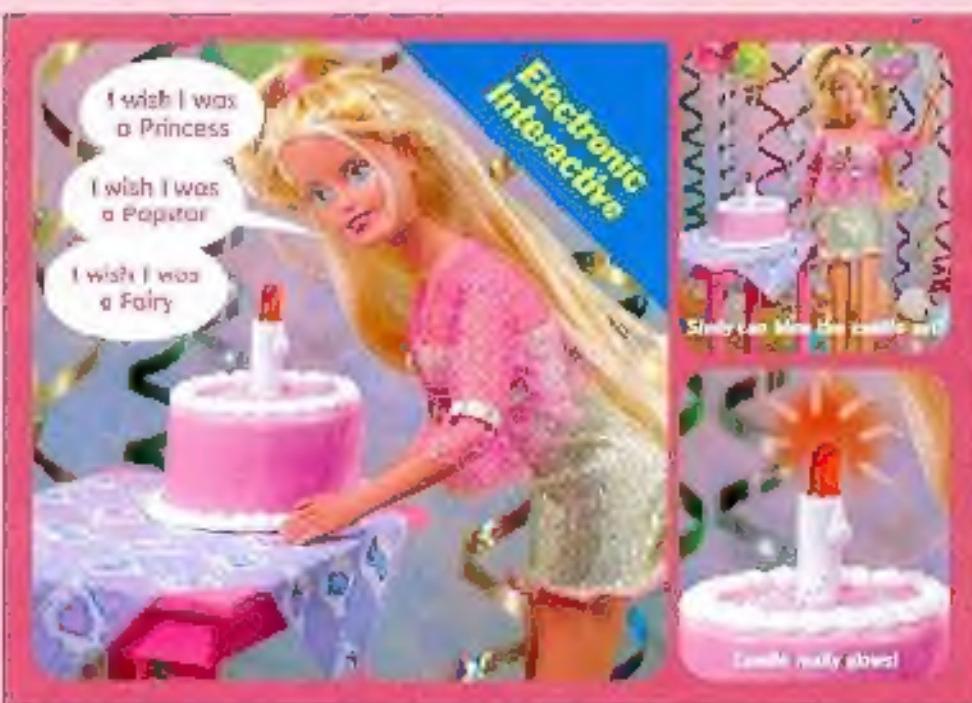
Item Description:

- Sindy can magically Hula
- Sindy wears a cool flowing outfit

Age: 3+

Batteries: N/A

Sindy Sindy



Name:

BIRTHDAY SURPRISE SINDY

Item/Asst. No.: 26955

Barcode: 502512326855 2

Item Description:

- Features Magic Birthday Cake.
- Proximity sensors allow Sindy to magically blow out the LED candle.
- Sindy's friends will join Sindy (Dudu and Wavy) on the cake after she's blown it out. Sindy makes a secret wish.
- Total birthday party present!

Age: 3+

Batteries: 3 x AA (not included)



Magic Musical Moonlight Sindy

Available: July 2002
TV: 360 TVRs Autumn TV
Pack Dimensions: 325 x 190 x 55
Pack Style: Window Box
Master Carton Qty: 6

Summer
Magic
Sindy

Name:

MAGIC MUSICAL MOONLIGHT

Item/Assy No: 26875

Barcode: 50251326875-0

Item Description:

- Sindy is a girl's best bedtime friend.
- With over ten fun and lovely Sindy Moonlight features, this is the Magic Moon will light up and play "Twinkle, twinkle little star".
- The moon can be all round, white or rainbow lined.

Age: 3+
Batteries: 3 x AAA included

Sindy

Sindy

Sindy

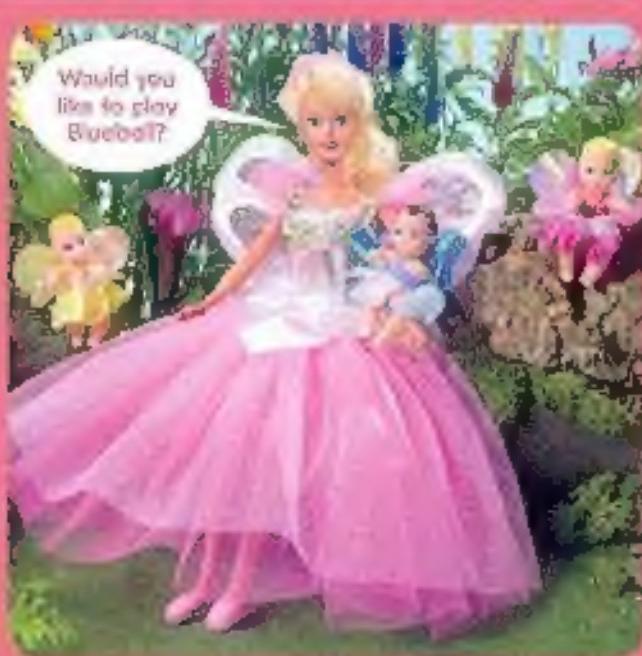
Sindy

Sindy

Sindy

Sindy

Sindy



Fairy Princess & Flower Triplets Sindy

Available: July 2002
TV: 390 TVRs Autumn TV
Pack Dimensions: 325 x 200 x 55
Pack Style: Window Box
Master Carton Qty: 6

Electronic
Interactive
Sindy

Name:

Fairy Princess and Flower Triplets

Item/Assy No: 26860

Barcode: 50251326860-0

Item Description:

- Sindy comes with her new triplets: Buttercup, Meadow and Meadow.
- She recognises and talks to each triplet.
- Toys never feel too lonely, make it seem like magic!
- Sindy wears a beautiful fairy outfit and the babies come in cute flower headbands.

Age: 3+
Batteries: 3 x AAA included



Cool Heart-Shaped
Backpack!

Holiday Fun
Sindy

Available:	December 2001
TC:	N/A
Product size (cm wide):	290 x 295 x 60
Product style:	PVC Prescription Bag
Master Carton Qty:	6

Name:

HOLIDAY FUN SINDY

Item/Ass't No.: 26910

Barcode: 502512326910 8

New Description:

- Sindy is dressed for the beach, wearing her swimwear and cool sunglasses.
- Cool sunglasses and Party Nails for the girl included in the pack along with 2 sets of stickers.
- Doll and accessories packed in a trendy backpack.

Age: 3+

Activities: N/A

Sindy



Party gets ready to throw
confetti!

**Beautiful
Bride &
Bridesmaid**
Sindy

Available:	December 2001
TC:	N/A
Product size (cm wide):	325 x 180 x 55
Product style:	Window Box
Master Carton Qty:	6

Name:

BEAUTIFUL BRIDE SINDY & BRIDESMAID

Item/Ass't No.: 26810

Barcode: 502512326810 5

New Description:

- Sindy looks beautiful in her stunning wedding dress.
- She's accompanied by her pretty little bridesmaid Tilly.
- Party girls ready to throw confetti!

Age: 3+

Activities: N/A